



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Steven M. Schein et al.
Application No. : 09/810,324 Confirmation No.: 9059
Filed : March 16, 2001
For : SYSTEM AND METHOD FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS
AND BROADCASTERS
Group Art Unit : 2611
Examiner : Hai V. Tran

New York, New York 10020
May 17, 2005

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated
November 17, 2004, applicants respectfully request
reconsideration and allowance of this application in
light of the following remarks:

Amendments to the Claims are reflected in the
listing of claims that begins on page 2 of this paper.

Remarks begin on page 13 of this paper.